

Notes



Moving Obesity Prevention Ahead in WIC

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Welcome!

Today's Objectives

- Understand today's approaches for preventing obesity in all populations.
- Learn what matters most in preventing early childhood obesity.
- Explore the six WIC early childhood obesity prevention messages.
- Hear the latest from Colorado WIC Wellness Coordinators.



Shifting Frame, Focus & Strategy to Tip the Scales

Old approach:
Focus only on individual behavior change

Old frame:
Values of health

Old strategy:
Telling people what to do to change individual behavior and information changing



examples: use key education, not participant centered; just advice; address more distribution of within schools

Today's approach:
New focus on changing environments to make healthy choices easier

Today's frame:
Values of equity, security and justice

Today's strategies

A balance of:

- 1) Education and counseling using internal motivation and tackling individual challenges and role problems
- 2) Addressing systems and issues in the environment in which we work, live, and play that influence choices

examples:

- policies (trans & local)
- environmental change (better sidewalks, greenery, safe to feel secure)
- modifications to systems that influence our choices (food system)



Notes

Old approach:
Focus only on individual behavior change.

Old frame:
Values of health.



Old strategy:
Telling people what to do to change individual behavior and information dumping.



examples: one way education, non-participant centered goal setting, lectures, mass distribution of written material

Today's approach:
New focus on changing environments to make healthy choices easier.

Today's frame:
Values of equity, security and justice.



Today's strategies:

A balance of:



1) Education and counseling using internal motivations and tackling individual challenges and root problems.

examples: motivational interviewing & health coaching



2) Addressing upstream root causes in the environment in which we work, live, and play that influence choices.

examples:

- policies (taxes & bans)
- environmental change (better sidewalks, grocery outlets in food deserts)
- modifications to systems that influence our choices (food systems)

What does today's approach look like in WIC?

- Use of improved counseling methods
- Improving the environment: Making healthy choices easier (e.g. Farm to family, connections to community gardens & physical activity opportunities)
- Community collaboration

Notes

ECOP Quiz!

According to the most recent research, which of the following factors is most strongly linked with obesity in early childhood?

- a. Inadequate fruit & vegetable consumption
- b. Duration of sleep
- c. Excessive juice consumption

According to the most recent research, which of the following factors is most strongly linked with obesity in early childhood?

- a. Attendance in child care
- b. Maternal Body Mass Index (BMI) before pregnancy
- c. Smoking during pregnancy

Welcome!

Today's Objectives

Understand today's objectives for preventing obesity in all populations.
Learn what factors most strongly link early childhood obesity.
Explain the US CDC early childhood obesity prevention strategies.

Shifting Focus: Focus & Strategy to Tap the Gaps



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Answer:

b. Maternal Body Mass Index (BMI) before pregnancy

What matters most in preventing early childhood obesity?

The Life Course Perspective



Key Focus Areas

- Pre-pregnancy BMI
- Appropriate Gestational Weight Gain
- Infant Feeding Practices
 - Sleep Duration
 - Screen Time
 - Physical Activity
 - Breastfeeding
 - Nutrition

Where do these factors intersect with my work?



Notes

The Life Course Perspective



Key Focus Areas

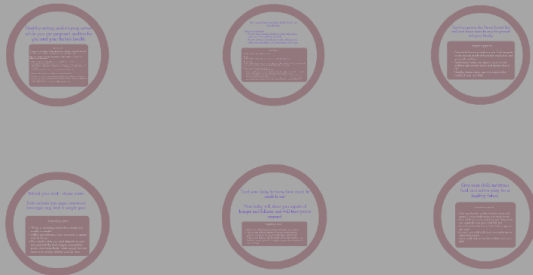
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ECOP Messaging in WIC



The First Six Messages

Healthy eating and staying active while you are pregnant matters for you and your baby's health.

Supporting points:

Gaining just the right amount of weight during pregnancy will make it easier to lose weight after your baby is born and reduces risk of disease later in life for you and your baby.

Eating well during pregnancy helps you maintain a healthy weight and gives your baby nutrients to grow and develop.

- Choose a variety of different colored fruits and vegetables for meals and snacks.
- Stay hydrated! Drink 8 glasses of water each day.
- Pick whole grains with the words "whole wheat", "whole grain", or "100% whole" on the label.
- Choose fat-free or low-fat milk and milk products, such as yogurt, cheese, or fortified soy beverages.
- Eat lean sources of protein such as chicken, turkey, cooked beans, and fish.

Staying active during pregnancy is good for your muscles and your heart.

- 30 minutes of walking each day is healthy during pregnancy. 10 minutes at a time is fine!
- Enjoy an active routine with family members or friends by taking walks in the neighborhood or to a nearby park.
- Talk to your healthcare provider before starting any exercise plan.

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Give yourself and your baby all the benefits of breastfeeding.

Doctors recommend:

- For the first 6 months, feed your baby only breast milk, even if it is offered by bottle.
- Aim to continue breastfeeding while offering solid foods until your baby is at least 1 year old or older.

Supporting points

Breastfeeding longer has benefits to last a lifetime.

For you:

Studies show breastfeeding longer reduces your risk of ovarian and breast cancers.

For your baby:

Studies show breastfeeding longer reduces your baby's risk of childhood obesity, diabetes, ear infections and respiratory illnesses. Offering formula reduces the health benefits of breastfeeding.

How can you meet your breastfeeding goals?

- Find a friend who will be a good support person.
- Know your rights as a nursing mother. Colorado law states that a mother may breastfeed in any place she has a right to be. Laws also protect rights of nursing mothers in the workplace.
- If you are having difficulty breastfeeding talk to your healthcare provider or a staff member at the hospital where you delivered your baby.
- Your community may have breastfeeding resources and support programs. A local hospital, health department or WIC clinic can help you find them. Visit www.cobfco.org to find resources near you.



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There's no power like Parent Power! Eat well and move more to care for yourself and your family.

Supporting points:

- Your child learns by watching you. Take frequent walks and eat plenty of fruits and vegetables, and your child will too.
- Good choices today can improve your overall wellness and prevent illness and disease later in life.
- Healthy choices today can even improve the health of your next child.



and your family.

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Rethink your drink - choose water!

Extra calories from sugar sweetened beverages may lead to weight gain.

Supporting points:

- Water is refreshing, calorie-free, cheap and readily available.
- Add a slice of lemon, lime, cucumber or ginger root for flavor.
- How much water you need depends on your size and activity level. Larger, more active people need more fluids. Drink enough for your urine to be mostly colorless and odor-free.

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Trust your baby to know how much he needs to eat.

Your baby will show you signals of hunger and fullness, and will trust you to respond.

Supporting points

- Hold your baby during feedings and make eye contact
- When your baby is hungry, he might make suckling sounds, suck on his fist, or move his head toward food.
- When your baby is full, he might seal his lips together, turn his head away, spit out the nipple or pay more attention to surroundings.

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Give your child nutritious food and active play for a healthy future.

Supporting points

- Offer your family healthy foods for meals and snacks. Let your child choose how much to eat.
- Your child learns from watching you. Enjoy fruits and vegetables and your child will too!
- Serve low-fat or fat free milk to children ages two and older.
- Reward your child with love, time and attention rather than sweets.
- Dance, walk and explore the outdoors with your child.

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Wrapping Up Messages in Counseling

A Quick Review

Plant messages in fertile ground!

- Appreciative inquiry establishes engagement, energy, & confidence!
- Help participants remember present or past successes so they can take action on your message!



Colorado WIC Wellness Coordinator System

What is the WIC Wellness Coordinator System About?

A system of learning and collaboration among state and local WIC staff focused on early childhood obesity prevention and wellness.



Who are Colorado's WIC Wellness Coordinators?

Adams County Public Health, Gabriela Valenzuela
Boulder County Public Health, Christine Stephens
Jefferson County Dept. of Health & Environment, Kelley Brown
Laurens County Health Department, Susan Kelly
Monte Vista County Health Department, Catherine Moore
San Juan Basin Health Department, Jennifer Hernandez
Sevier County Public Health, Whitney Smith
Summit County Health Center, Alison Gray
Teller County Health Department, Jenny Armstrong, Kelly Villaverde, Jordan Wile, Alexandra Brown, Alex Wile, Sandy Thomas, Tracy Smith
Valley Wide Health Systems, Jeffrey Koenig

THANK YOU FOR YOUR CONTRIBUTIONS!

Wellness Coordinator Update
Let's keep each other informed and successful
Join our WIC Wellness Coordinator!



Notes

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System Objectives

- Designated local agency subject matter expert & advocate
- ECOP and wellness training for agency WIC staff
- Healthy eating, active living, and wellness activities for WIC families and staff
- Venue of communication relating to ECOP & wellness
- Strategic state and local partnerships that enhance ECOP & wellness efforts

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Who are Colorado's WIC Wellness Coordinators?

Eagle County Public Health: Gabriela Velazco
Garfield County Public Health: Christine Singleton
Jefferson County Dept. of Health & Environment: Kelsey Rivera
Lincoln County Health Department: Susan Kelly
Mesa County Health Department: Kathleen Moran
San Juan Basin Health Department: Jennifer Harrison
Summit County Public Health: Whitney Smith
Sunrise Community Health Center: Alana Gay
Tri-County Health Department: Amy Armstrong, Patty Villanueva, Jaclyn Blitz, Alejandra Ibarra, Alex Wicks, Sandy Hansen, Terry Garcia
Valley-Wide Health Systems: JoAnn Kunugi

THANK YOU FOR YOUR CONTRIBUTIONS!

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Wellness Coordinator Updates

Let's hear about the latest activities from
your area WIC Wellness Coordinators...



*Coming together is a beginning.
Keeping together is progress.
Working together is success.
-Henry Ford*

Thank You!

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References

- 1. Colorado Department of Public Health and Environment. 2011. The 2011 Colorado Early Childhood Obesity Prevention Report.
- 2. Institute of Medicine (IOM). 2011. Early Childhood Obesity Prevention Policies. Washington, DC: The National Academies Press.
- 3. Crump, C., Emery, J. University of North Carolina, Gillings School of Global Public Health, Department of Health Behavior & Health Education. 2010. Shaping Policy for Health, Healthy Policy & Environmental Change, Domain 1: Defining the Problem.

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1. Colorado Department of Public Health and Environment. 2011. The 2011 Colorado Early Childhood Obesity Prevention Report.
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